In the claims:

1. (Currently Amended) A method for improving transactions in a communication system, comprising:

~~dynamically~~ automatically monitoring a data session between at least one of first and second parties in a transaction in the communication system; and

engaging a third party into the transaction as a function of the monitoring of the data session between the first and second parties.

2. (Currently Amended) The method according to claim 1, wherein the third party is at least one of a virtual party and an automated input.

3. (Currently Amended) The method according to claim 1, wherein the third party is ~~an automated input source~~ engaged to review data messages before the data messages are sent.

4. (Currently Amended) The method according to claim 1, wherein the third party engages in ~~the~~ a background of the data session of at least one of the first and second parties.

5. (Currently Amended) The method according to claim 1, wherein the third party engages in ~~the~~ a foreground of the data session to reduce the stress levels of at least one of the first and second parties.

6. (Original) The method according to claim 1, wherein the third party communicates only with one of the first and second parties.

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7. (Original)The method according to claim 1, wherein the third party communicates with both of the first and second parties.

8. (Currently Amended) The method according to claim 1, wherein the monitoring of the data session between the first and second parties is conducted ~~substantially~~ in real-time.

9. (Original) The method according to claim 1, wherein the monitoring of the data session is conducted by at least one of; analyzing a respective voice signal of at least one of the first and second parties, converting a respective voice signal of at least one of the first and second parties to text and analyzing the text, and analyzing a physical stress level of at least one of the first and second parties.

10. (Currently Amended) The method according to claim 1 wherein the dynamic monitoring comprises inspection of ~~the~~ contents of data messages and wherein detection of problematic phrases engages the third party.

11. (Currently Amended) An apparatus for improving transactions in a communication system, comprising:

~~dynamically~~ <u>means for automatically</u> monitoring a data session between at least one of first and second means for parties in a transaction in the communication system; and

means for engaging a third party into the transaction as a function of the monitoring of the data session between the first and second parties.

12. (Original) The apparatus according to claim 11, wherein the third party is a virtual party.

13. (Currently Amended) The apparatus according to claim 11, wherein ~~the third party is an automated input source~~ one of the parties in the promotion is a customer, wherein the monitoring comprises automatically detecting an indication by the customer that they desire to deal with a supervisor and wherein the means for engaging engages the supervisor is response to.

14. (Currently Amended) The apparatus according to claim 11, wherein the third party engages in ~~the~~ a background of the data session of at least one of the first and second parties.

15. (Currently Amended) The apparatus according to claim 11, wherein the third party engages in ~~the~~ a foreground of the data session to reduce ~~the~~ stress levels of at least one of the first and second parties.

16. (Original) The apparatus according to claim 11, wherein the third party communicates only with one of the first and second parties.

17. (Original) The apparatus according to claim 11, wherein the third party communicates with both of the first and second parties.

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18. (Currently Amended) The apparatus according to claim 11, wherein the monitoring of the data session between the first and second parties is conducted ~~substantially~~ in real-time.

19. (Original) The apparatus according to claim 11, wherein the means for monitoring of the data session is at least one of; means for analyzing a respective voice signal of at least one of the first and second parties, means for converting a respective voice signal of at least one of the first and second parties to text and analyzing the text, and means for analyzing a physical stress level of at least one of the first and second parties.

20. (Currently Amended) A system for improving transactions in a communication system comprising:

a computerized transaction handling system which handles data sessions between at least one of first and second parties in a transaction in the communication system;

a computerized sub-system associated with the transaction handling system which ~~dynamically~~ automatically monitors at least some of the data sessions; and

a computerized sub-system associated with the transaction handling system which engages a third party into the transaction in response to detection ~~substantially~~ in real-time of at least one target parameter.